

[For Immediate Release]

Lukfook Group Won "Hong Kong Service Awards" for Eight Consecutive Years

(Hong Kong, 20 March 2015) — Luk Fook Holdings (International) Limited ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that the Group received the "Hong Kong Service Awards 2015 – Quality Living Category (Jewellery and Gold)" from "East Week Magazine" in recognition of the Group's outstanding customer services.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, "The Group is honoured to receive the "Hong Kong Service Awards" for the eighth consecutive year, affirming our outstanding performance in customer services and our staff's efforts in delivering six heartfelt services. Adhering to our service motto "Exquisite Craftsmanship, Quality Services and Customer Orientation", the Group always strives to strengthen our brand image, enhance service quality so as to build Lukfook as a premier brand for customers."

Organized by "East Week Magazine", the "Hong Kong Service Awards 2015" aims to recognise the enterprises that have been committed to providing quality services and products for customers, and acknowledge their commitment and contribution in enhancing the quality of services and promoting Hong Kong globally as a leading international city. Ms. Shirley Wong, Director and Deputy General Manager of the Group, received the award on behalf of the Group.

~End~



Photo of the Ceremony:

Mr. Paul Tse Wai Chun, JP, Legislative Councillor presented the "Hong Kong Service Awards 2015 – Quality Living Category (Jewellery and Gold)" to Ms. Shirley Wong, Director and Deputy General Manager of the Group



About Luk Fook Holdings (International) Limited (Stock Code: 00590.HK)

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products, with over 1,390 shops in Hong Kong, Macau, Mainland China, Singapore, Korea, the United States, Canada and Australia. The Group will continue to identify new business opportunities in the international market in response to its corporate vision, "Brand of Hong Kong, Sparkling the World".

For more information, please visit the official website of Lukfook Group at <u>lukfook.com</u>.

Media Enquiries:

• •	Communications Department	
Tel: (852) 2783 2479	Fax : (852)3009 7509	Email: <u>corporate@lukfook.com</u>
JOVIAN Financial Communications Ltd Angel Yeung		
Tel:(852) 2581 0168	Fax : (852) 2854 2012	Email: <u>lukfook@joviancomm.com</u>